

MAR 07 2005

CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service, with sufficient postage, in an envelope addressed to: Mail Stop Issue Fee, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on the date below:
Date: March 3, 2005 Name: James P. Naughton

Signature:

BRINKS
HOFER
GILSON
& LIONE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Charles McElfresh, et al.

Appln. No.: 09/285,929

Examiner: Sanjiv Shah

Filed: April 2, 1999

Art Unit: 2176

For: METHOD AND SYSTEM FOR OPTIMUM
PLACEMENT OF ADVERTISEMENTS ON A WEB
PAGE

Attorney Docket No: 9623/418

Mail Stop Issue Fee
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached are:

Transmittal Letter (in duplicate); Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (7 sheets which include Figs. 1-7); \$1409 Check.
 Return Receipt Postcard

Fee calculation:

No additional fee is required.
 Small Entity.
 Recordal of Assignment fee in an amount of \$40.
 Fees in the amount of \$1409 for the Issue Fee (\$1400) and Extra Copy Fees (\$9).
 An additional filing fee has been calculated as shown below:

	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Small Entity		Not a Small Entity		
					Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$25=			x \$50=	
Indep.		Minus			x 100=			x \$200=	
First Presentation of Multiple Dep. Claim					+\$180=			+\$360=	
					Total	\$		Total	\$

Fee payment:

A check in the amount of \$1409 is enclosed.
 Please charge Deposit Account No. 23-1925 in the amount of \$. . . A copy of this Transmittal is enclosed for this purpose.
 Payment by credit card in the amount of \$ _____ (Form PTO-2038 is attached).
 The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

James P. Naughton (Reg. No. 30,665)

March 3, 2005

Date

I hereby certify that this correspondence is being deposited with the United States Postal Service, with sufficient postage, as first class mail in an envelope addressed to:

Mail Stop Issue Fee
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P.O. Box 1450
Alexandria, VA 22313-1450
on March 3, 2005

Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of applicant, assignee or
Registered Representative


Signature
March 3, 2005

Date of Signature

Our Case No. 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
Charles McElfresh et al.)	
Serial No.: 09/285,929)	
Filing Date: April 2, 1999)	Examiner: Sanjiv Shah
For: METHOD AND SYSTEM FOR)	Group Art Unit No.: 2176
OPTIMUM PLACEMENT OF)	
ADVERTISEMENTS ON A WEB PAGE)	

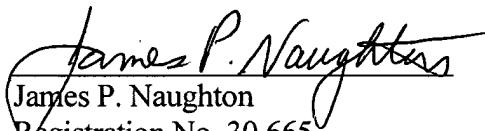
SUBMISSION OF FORMAL DRAWINGS

Mail Stop: Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicants have enclosed one complete set (7 sheets) of formal drawings (Figures 1-6).

Respectfully submitted,


James P. Naughton
Registration No. 30,665
Attorney for Applicants

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